

**SYSTEM AND METHOD FOR PROVIDING TEXT SUMMARIZATION
FOR USE IN WEB-BASED CONTENT**

Abstract

A system and method for providing text summarization for use in Web-based content is presented. Text is determined responsive to an executed query including one or more query terms. Phrases within the text are identified. The phrases are summarized into summarized text. At least one word in the phrases is marked. Zero or more words in the phrases are matched to the query terms. At least one of a matched word or a marked word is placed into the summarized text subject to space restrictions. A system and method for building Web-based advertising creatives is also presented. At least one item description responsive to an executed query including one or more query terms is identified. A name is extracted. Phrases within the name are identified. The phrases are summarized into an advertising creative. At least one word in the phrases is marked. Zero or more words in the phrases are matched to the query terms. At least one of a matched word or a marked word is placed into the advertising creative subject to space restrictions.